

Message Text

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43

ACTION EUR-06

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R 241455Z SEP 74

FM AMEMBASSY SOFIA

TO USDOC WASHDC

INFO SECSTATE WASHDC 8680

AMEMBASSY VIENNA

AMEMBASSY BUCHAREST

AMEMBASSY MOSCOW

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E. O. 11652: NA

TAGS: BEXP, AU, UR, RO, BU

SUBJECT: IOWA IOGA TRADE MISSION

VIENNA FOR EWTC

1. MISSION MEMBERS EXPRESSED UNANIMOUS SATISFACTION WITH VISIT TO SOFIA, DESPITE FACT NO IMMEDIATE SALES MADE AND NO CONTRACTS SIGNED. MISSION HAD NOT BEEN EXPECTING TO ACCOMPLISH LATTER. THREE MEMBERS OF DELEGATION BELIEVED PROSPECTS VERY PROMISING FOR SALES AND CONTRACTS OVER SHORT TERM AND ALL BELIEVED MARKET HAD POTENTIAL OVER LONG RUN. AT LEAST TWO MEMBERS INTENDED TO RETURN TO BULGARIA WITHIN TWO OR THREE MONTHS.

2. BULGARIAN CHAMBER OF COMMERCE DID EXCELLENT JOB OF MAKING PROPER APPOINTMENTS. INITIAL APPOINTMENTS FOLLOWED-UP BY APPOINTMENTS WITH HIGHER OFFICIALS OR TECHNICIANS WHERE DESIRABLE. MISSION CONSENSUS WAS THAT MEMBERS HAD CERTAINLY MET RIGHT PEOPLE. MISSION ALSO IMPRESSED WITH WARM, FRIENDLY RECEPTION BY BULGARIAN BUSINESS CONTACTS. AT A MEETING IN THE MINISTRY OF FOREIGN TRADE, PALMER SUMMED UP BY STATING "GROUP RECEIVED WARMER WELCOME AND ABLE TO DO MORE THAN ONE PERSON COULD EVER DO."

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3. SOME DISSATISFACTION EXPRESSED BY LADUE WHEN HE FOUND CONTACTS EQUIPPED WITH INFORMATION ON COMPETITORS AS RESULT OF COMMERCE TRADE OPPORTUNITY. WHILE ADMITTING IT WOULD BE DIFFICULT UNDER US COMPETITIVE SYSTEM, HE SUGGESTED TRADE OPPORTUNITIES SHOULD BE GIVEN OUT TO FIRMS ON SELECTIVE BASIS. IT WOULD BE PREFERABLE FROM STAND-POINT OF US FIRM ACTUALLY CLOSING DEAL IF NOT FORCED INDISCRIMINATELY TO COMPETE AGAINST ALL OTHER INTERESTED US FIRMS, HE SAID.

4. COMMENT: EMBASSY WAS IMPRESSED WITH CALIBER OF MISSION. MEMBERS WERE KNOWLEDGEABLE AND CONSCIENTIOUS, HANDLING THEMSELVES VERY WELL WITH BULGARIAN CONTACTS AND EARNING A GREAT DEAL OF GOOD WILL WHICH MAY WELL LATER BE TURNED INTO ACTUAL BUSINESS.
BATJER

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